

ABSTRACT OF THE DISCLOSURE

Techniques are provided for selecting among the advertisements that are competing for a slot based, at least in part, on the potential revenue amounts associated with the advertisements. Each of the potential revenue amounts may, for example, reflect a value that a provider expects to receive in exchange for the provider's performance of the delivery obligations associated with the advertisements. Other factors may also be considered in selecting among the competing advertisements, such as whether the slot has been reserved for buyers that satisfy a set of criteria.